Supplement To: H.F.D.

Out front again for '77... MR. COFFEE®, America's No.1 coffeemaker.

SUPPLEMENT TO HOME FURNISHINGS DAILY JAN. 3, 1977 SECTION 1

D15/113
D7/309

Only MR.COFFEE offers the money-saving new "Coffee-Saver."™!

With coffee prices skyrocketing these days, it's no wonder the remarkable new Mr. Coffee "Coffee-Saver" machines have had such an instant impact on the industry. Without a doubt, it's been one of the most successful new product introductions ever!

Now your customers can brew as few as 2 delicious cups of coffee...because "Coffee-Saver" has finally ended the costly waste of using more coffee than necessary.

Unlike other coffeemakers, the new "Coffee-Saver" machines automatically raise the coffee grounds to the perfect brewing height...for perfect flavor extraction, perfect coffee in any amount desired.

The exclusive "Coffee-Saver"...only from Mr. Coffee. It's just one more example of the innovative thinking and products you've come to count on from America's No.1 coffeemaker.

(Model MCS-200, Model MCS-1212)

Be sure to see MR.COFFEE coffeemakers at the Chicago

Only MR.COFFEE has the complete product mix... with models at every price point!

Naturally, you expect a greater choice from America's No.1 selling coffeemaker. And that's exactly what you get with Mr. Coffee. These days it's not enough to offer only 1 or 2 models...because customers demand more.

That's why Mr. Coffee offers machines at every price point...for every class of trade. And they are all proven sellers, because customers know that for quality and value Mr. Coffee is the big name to trust.

Accessories, too!

The millions of loyal, satisfied Mr. Coffee users are a huge, ready-made market for genuine Mr. Coffee accessories. And every machine you sell swells this fast-growing market even more. That's why genuine Mr. Coffee filters and replacement decanters are the key to valuable repeat business and profits... be sure you're well stocked.

Housewares Show, Booths 1159-63, beginning January 17.

Only MR.COFFEE advertises so heavily... the biggest budget ever for a housewares product!

The fastest way to great coffee flavor.

More dollars! Mr. Coffee is spending more advertising dollars than all our competition combined! It's the biggest TV budget ever for a single housewares product!

More people! In the first quarter of '77, Mr. Coffee advertising will reach an incredible 95+% of all households in America. That's as close to 100% as can be calculated. And we'll be reaching all those households over 9 times each...every 4 weeks!

More to offer! More dollars, more people, more commercials. It's the kind of total effort that not only pre-sells customers, it also keeps them sold as they return for filters, accessories, and gift machines.

It's easy to see why MR.COFFEE is America's No.1 coffeemaker.

MR.COFFEE®

NORTH AMERICAN SYSTEMS, INC.

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